

# New Order

<b>Agency:</b>	Crossroads Media LLC	<b>Station:</b>	WJLA-TV	<b>Flight Start:</b>	06/06/2012
<b>Office:</b>	Alexandria	<b>Order Type:</b>	Normal	<b>Flight End:</b>	06/12/2012
<b>Client:</b>	12 - CrossroadsGPS	<b>Cancel Date:</b>		<b>Hiatus:</b>	
<b>Product:</b>	11 - Crossroads GPS	<b>Billing Cycle:</b>	Monthly		
<b>Piggyback Product:</b>		<b>Billing Calendar:</b>	Broadcast		
<b>Estimate:</b>	598 - GPS VA FLIGHT B 60S 6.6-6.12.12	<b>Received in ePort:</b>	5/17/2012 5:44:32 PM		
<b>Primary Demo:</b>	A35+	<b>Local/National:</b>	Local	<b>Airtime Dollars:</b>	\$21,400.00
<b>Demo 2:</b>		<b>Rep Office:</b>	WJLA-TV	<b>Interactive Dollars:</b>	\$0.00
<b>Demo 3:</b>		<b>AE:</b>	Barbara Monares	<b>Non-Airtime Dollars:</b>	\$0.00
<b>GRP:</b>	13.90	<b>Phone:</b>		<b>Total Dollars:</b>	\$21,400.00
		<b>OrderID:</b>	2135125	<b>Total Spots:</b>	5
<b>CPP:</b>	\$1,539.57	<b>Status:</b>	New	<b>MarketShare:</b>	
<b>Comments:</b>	Separation: 30				

## Daily Airtime Lines

Line	Daypart	DPT									<b>Totals for Entire Flight</b>						
		No	(Program)	Code	Rate	C/T	Len	6/6	6/7	6/8	6/9	6/10	6/11	6/12			
1	WThFMTu 6P-6:30P ABC7 NWS AT 6			EN	\$3,200.00	C	60	0	1	0	0	0	1	0			
LPMay/2011LP (pav)																	
2	WThFMTu 11P-11:35P ABC7 NWS AT 11			LN	\$5,000.00	C	60	1	0	1	0	0	0	1			
LPMay/2011LP (pav)																	
<b>Total Spots:</b> 1 1 1 0 0 1 1															5		
<b>Total GRP/GIMP(000):</b> 2.7 2.9 2.7 0.0 0.0 2.9 2.7																13.9	
<b>Cash\$ - Spots:</b> \$21,400.00 - 5 <b>Trade\$ - Spots:</b> \$0.00 - 0 <b>Total Cost:</b> \$21,400.00 <b>Total CPP/CMP:</b> \$1,539.57																	